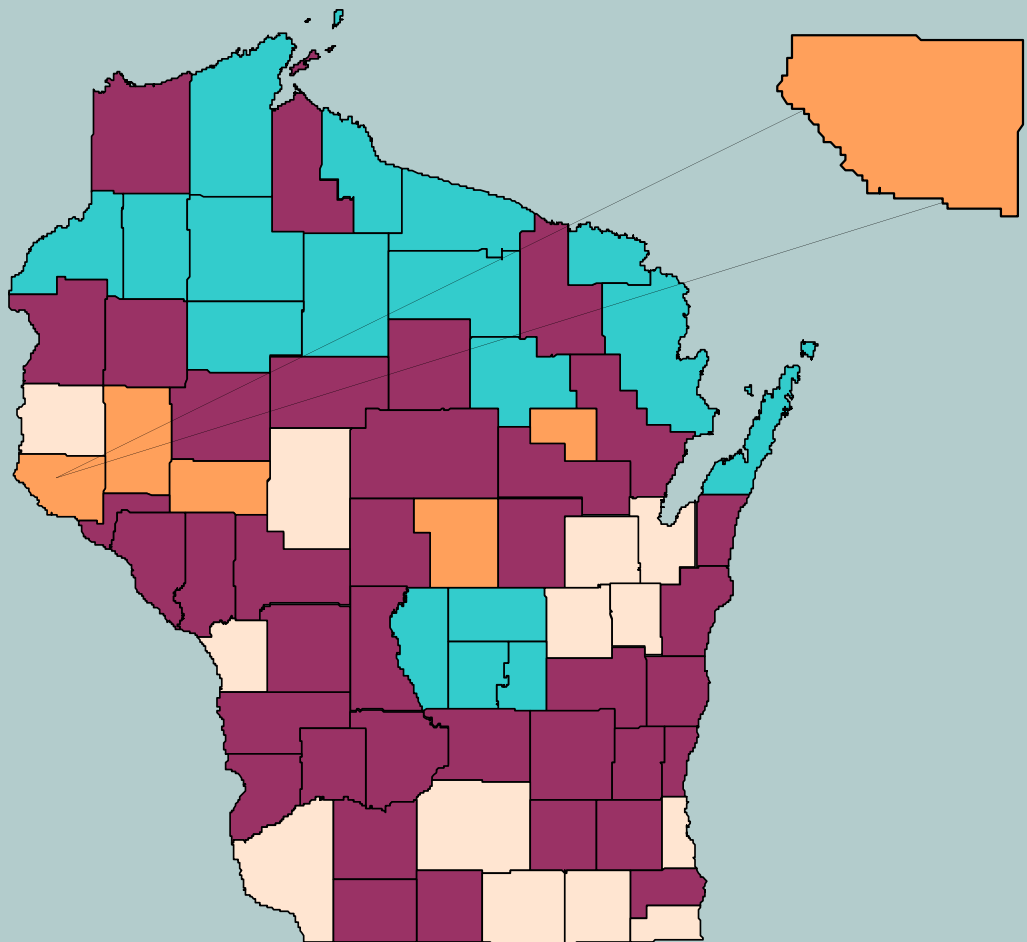


Pierce County Workforce Profile

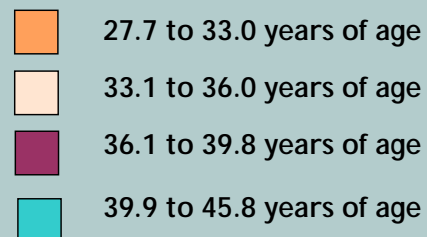
Median Age by County, 2000



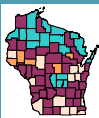
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

Pierce County continues to be one of the state's success stories, as evidenced by continued significant growth in 2001. While much of the growth occurring in the county is a result of the proximity of the county to the Minneapolis-St. Paul Metropolitan Statistical Area (MSA), the implications of this growth for the region and state cannot be understated. The first area where this growth is evident is in the county's population.

From April 2000 through the end of the year, the Pierce County population increased by 1.0 percent with the addition of 368 residents. That increase is greater than the increase in both the state and nation and extends a pattern of growth experienced over the course of the past decade. According to Census 2000, the Pierce County population increased 12.3 percent in the 1990s, adding 4,039 residents. This, too, was greater than the state increase during the last decade of 9.6 percent but fell short of the national increase of 13.2 percent.

Most of the growth in population during the last decade was from migration. There were 4,047 births in Pierce County from 1990 to 2000 exceeding the number of deaths by 1,723. Meanwhile, net migration resulted in the increase of 2,316 new residents, a reversal of the loss from migration in the 1980s.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 revealed that prior to 1995, roughly 27 percent of the population 5 years and older, or 9,382 residents, lived in a different county. Of that group, 45 percent migrated to the county from within the state, while 55 percent moved from another state.

The change in population from migration in the last decade is especially noticeable in the municipalities that border Minnesota where over half the total increase in county population occurred. The City of River Falls added 1,401 residents while the City of Prescott increased by 521 residents. In the Town of Clifton the population increased by 538 and in Oak Grove there were 402 additional residents. The Town of Isabella had the greatest change in population with a 60.7 percent increase and the Town of Clifton was second with a 48.1 percent increase.

An additional indication of the extent of growth in the county is seen in the changes in the county's housing stock. Between 1990 and 2000, 2,565 housing units were built in Pierce County, accounting for 19 percent of the county's existing housing stock. The total number of units present in 2000 is roughly

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Pierce County	36,804	37,172	1.0%

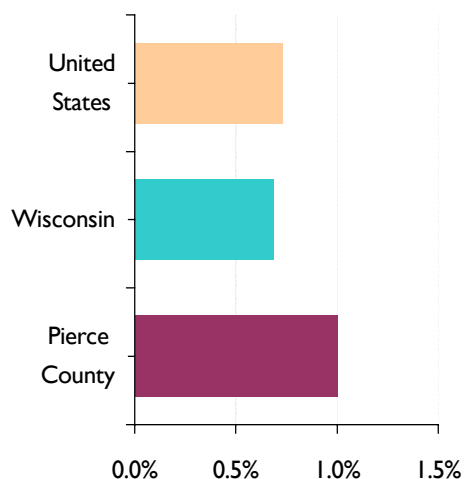
Ten Largest Municipalities

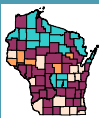
River Falls, City *	10,242	10,374	1.3%
Prescott, City	3,764	3,779	0.4%
Ellsworth, Village	2,909	2,938	1.0%
River Falls, Town	2,304	2,316	0.5%
Trenton, Town	1,737	1,750	0.7%
Clifton, Town	1,657	1,696	2.4%
Oak Grove, Town	1,522	1,557	2.3%
Trimble, Town	1,511	1,509	-0.1%
Spring Valley, Village *	1,187	1,178	-0.8%
Martell, Town	1,070	1,090	1.9%

* Pierce portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



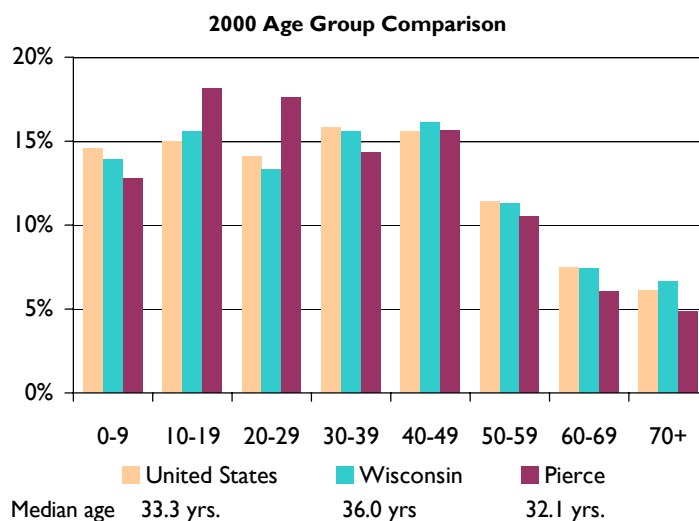


1,950 units more than were present in 1990, an increase of 17 percent. This is consistent with the population growth experienced in the county during the last decade.

One interesting characteristic of the county's population that illustrates both the nature of growth in the county and has implications for the future of the county's labor force is the age distribution of the county's residents. In 2000, the median age of Pierce County's residents was 32.1 years, which is significantly lower than either the state or national median age.

The cause for this low median is seen in the distribution chart on the right. The county has a significantly higher percentage of residents between the ages of 10 and 30 years old than either the state or nation, and a lower percentage of residents over the age of 50 than either the state or nation. This distribution has some important implications.

Even though the county population is relatively young, it is important to remember that the largest increase did occur in the 40-49 year old group, followed by the second largest increase in the 50-59 year old group. This is the result of an aging popula-

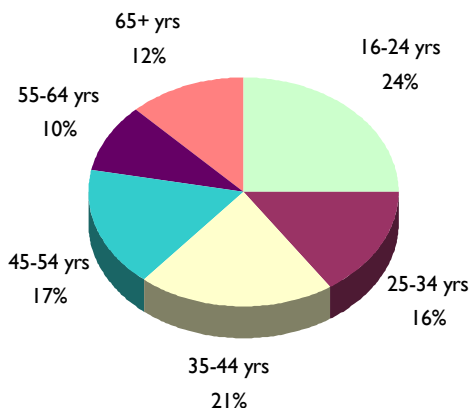


Source: US Department of Commerce, Census Bureau, *Census 2000*

tion and migration, both of which impact the local labor supply and will significantly influence the change in county demographics in the next ten to twenty years. And while a large share of population under the age of 30 is comforting, it is important to remember that many of those residents are students and are not permanent to the county.

County Civilian Labor Force

Pierce County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

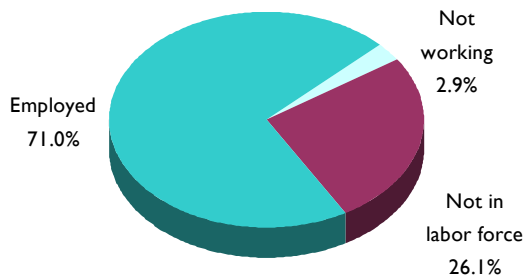
The Pierce County population in 2000 16 years and older totaled 28,741. This population comprises the potential labor force in the county even though 12 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group, the largest in the county, is largely responsible for the increase in labor force

(Continued on page 3)

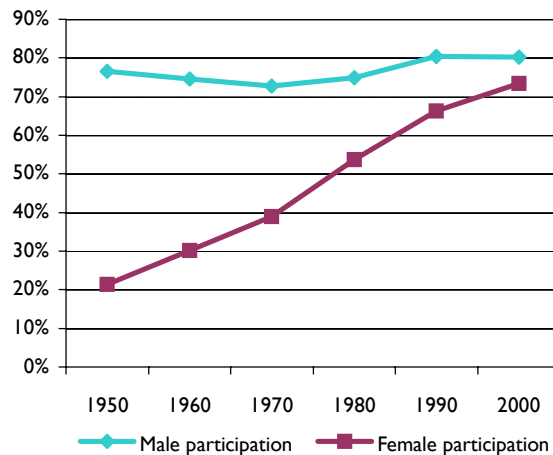


2001 Labor Force Participation



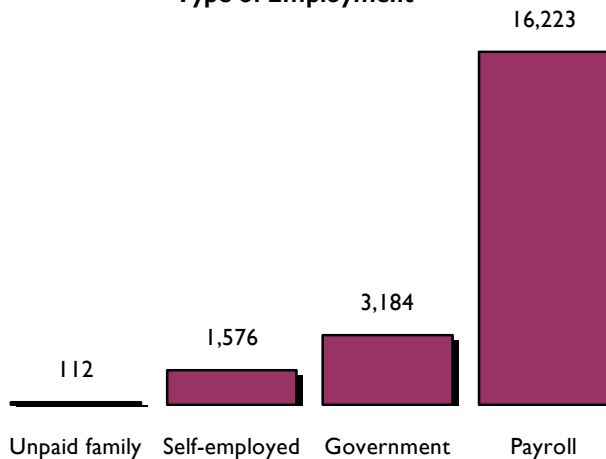
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

during the summer months.

The next group, 25-34 year olds, are the work-force of the future, developing and honing skills, and moving into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Pierce County included 71.0 percent of the labor force age population that worked, 2.9 percent of the population that were unemployed and 26.1 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 73.9 percent.

Labor force participation, based on estimates from the Local Area Unemployment Statistics (LAUS) program, peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently higher than in both the state (73.5%) and nation (66.9%). The higher participation rate is probably from the high share of population under 30 years old who are more active in the labor force and from a high participation from females.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased. Participation of men has also remained high, contrary to state and national trends. In general, male participation nationally and in Wisconsin declined as workers, typically male, were unable to shift from goods-producing jobs to service-producing jobs. But the shift to service-producing jobs in Pierce County occurred as workers moved from the Twin Cities, not as the county industry mix changed.

(Continued on page 4)



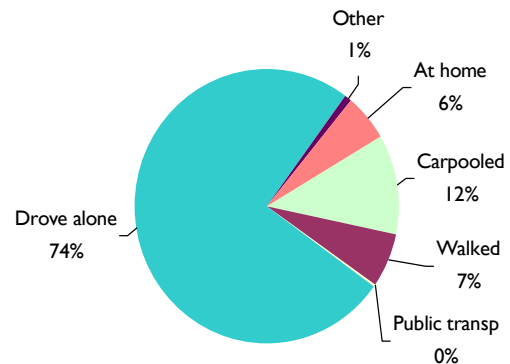
Labor force participants who work are engaged in several 'types of employment'. In Pierce County 77 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check and comprise 15 percent of total employment.

Roughly 8.0 percent of workers in Pierce County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is greater in Pierce County than in the state (6.4%), and is slightly less than in 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5).

An additional factor that effects the local labor force is the number of workers who commute into, or out of the county for jobs. Census 2000 revealed that roughly 18 percent of the workers living in Pierce County traveled to jobs in other Wisconsin

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

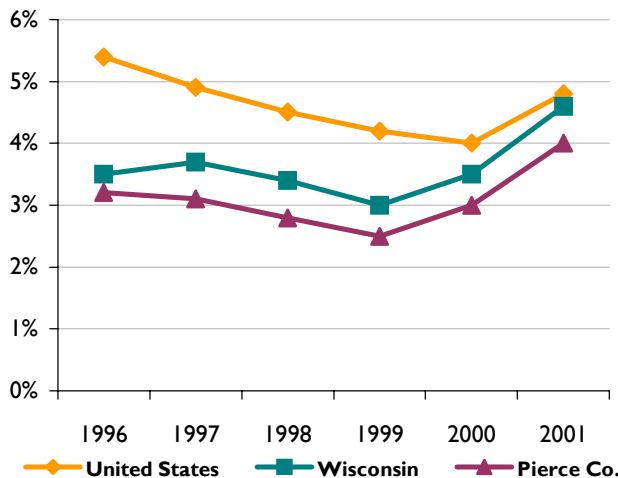
counties while another 41 percent, about 8,600 workers, traveled to jobs in another state. The specific destination of those workers from the census is not scheduled for release until 2003 but it is very likely that they work in Minnesota.

Over the last five years the number of employed in Pierce County increased by 600 from 19,800 in 1996. And, in spite of a slow-down in state and national employment, employers continue to add jobs in Pierce County.

The county unemployment rate is lower than the rate in either the nation or the state and has been since 1996. There are fluctuations in seasonal jobs in construction and tourism that elevate the unemployment rate during the winter months and often push the county rate higher than the state unemployment rate. In 2001, a high unemployment rate of 4.8 percent occurred in February and a low rate of 2.7 percent occurred in September.

Most of the workers in Pierce County drive alone to a job, while 12 percent, higher than in the state, were part of a car pool. Roughly 6.0 percent of those employed work at home, compared with 4.0 percent in the state. And, with little public transportation, it is no surprise that so few take advantage of it. Statewide, only two percent use public transportation.

Unemployment Rate Comparison



Pierce County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	20,500	20,500	20,600	20,300	20,900	21,300
Employed	19,800	19,900	20,000	19,800	20,200	20,400
Unemployed	660	640	570	510	620	840
Unemployment Rate	3.2%	3.1%	2.8%	2.5%	3.0%	4.0%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	9,263	9,643	10,081	10,304	10,665	10,687	0.2%	15.4%
Goods Producing	1,278	1,393	1,499	1,550	1,690	1,732	2.5%	35.6%
Construction & Mining	310	349	357	424	440	409	-7.0%	31.8%
Manufacturing	968	1,043	1,142	1,126	1,250	1,323	5.9%	36.8%
Durable	501	558	653	780	906	976	7.7%	94.8%
Nondurable	467	486	489	346	344	348	1.0%	-25.5%
Service Producing	7,985	8,250	8,582	8,753	8,975	8,955	-0.2%	12.1%
Transportation, Communications & Utilities	537	537	534	536	521	515	-1.2%	-4.1%
Total Trade	2,282	2,342	2,342	2,498	2,470	2,535	2.6%	11.1%
Wholesale	239	233	265	267	252	217	-14.0%	-9.3%
Retail	2,043	2,109	2,077	2,231	2,218	2,318	4.5%	13.5%
Finance, Insurance, and Real Estate	316	317	314	321	315	317	0.5%	0.3%
Services & Misc.	1,658	1,718	1,937	1,961	2,094	2,136	2.0%	28.8%
Total Government	3,192	3,336	3,454	3,438	3,574	3,452	-3.4%	8.2%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

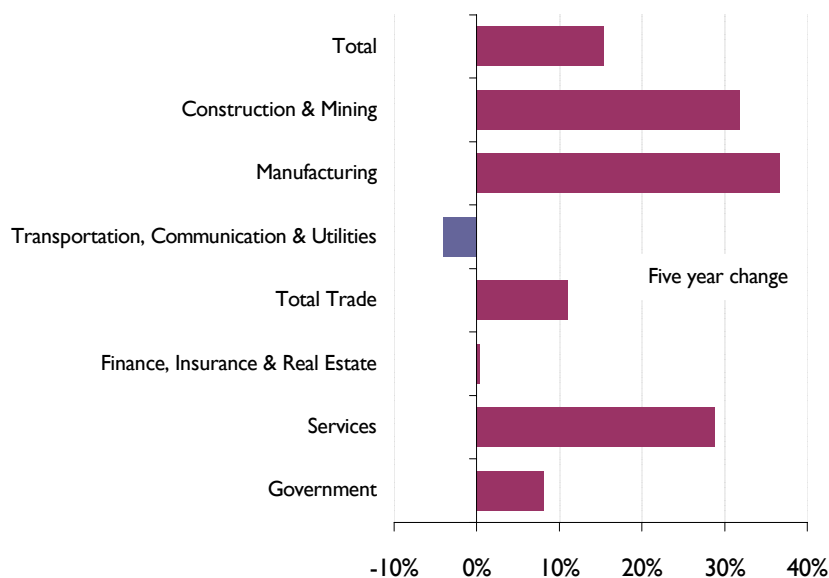
Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Pierce County. All jobs are counted from managers to laborers, who work full-time, part-time, temporary, seasonal, or by piece-work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product

of the employer.

It becomes apparent when you look at this table that Pierce County workers find jobs with more than just county employers. There were 10,687 nonfarm wage and salary jobs in the county in 2001, a year when the total employment in the labor force (county residents) was 20,400. In addition to jobs in Pierce County, workers drove to jobs in adjacent counties and found work through self-employment.

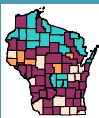
Several interesting employment trends appear in Pierce County in the one- and five-year periods. During the past year, total employment in the county increased by 0.2 percent, or a scant 22 positions. This may seem insignificant at first glance, but the national and state economy experienced a period of recession throughout 2001. Of particular note is the 5.9 percent increase in manufacturing employment compared with a 4.6 decline in the state. Manufacturing in Pierce County is very diversified with no single industry group dominating employment. Only one manufacturing industry group, primary metal products, appears on the list of ten largest in the county.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

(Continued on page 6)



Top 10 Employers

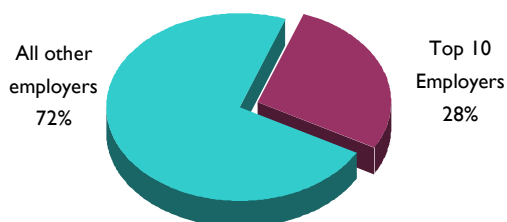
Company	Product or Service	Size
University of Wisconsin- River Fall	Education	500-999
School District of River Falls	Education	500-999
Ellsworth Community School District	Education	250-499
County of Pierce	Executive & general government	250-499
School District of Prescott	Education	100-249
Thomas & Betts Corp.	Primary metals: steel pipes	100-249
Ericksons More-4	Food store: grocery	100-249
City of River Falls	Executive & general government	100-249
Spring Valley Health Care Center Inc	Health care services: nursing care	100-249
Western Wisconsin Medical Associates	Health care services: clinics	100-249

Top 10 Industry Groups

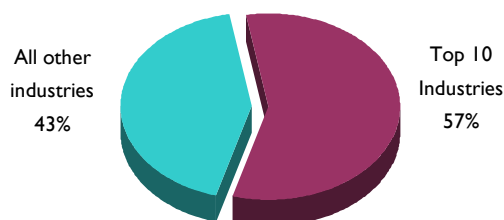
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	*	*	*	*
Eating and Drinking Places	83	1,097	22	-511
Health Services	36	728	70	43
Executive, Legislative, and General	23	458	-1	-43
Food Stores	13	421	-18	18
Trucking and Warehousing	38	334	-9	-76
Automotive Dealers & Service Stations	24	305	51	101
Social Services	14	283	34	145
Special Trade Contractors	48	236	-10	73
Primary Metal Industries	*	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Over the five-year period manufacturing employment increased 36.8 percent in spite of the losses in nondurable goods firms. Manufacturing employers added 350 jobs from 1996 to 2001 second only to employers from the services industry division who added 490 jobs. Nearly one in every three jobs in the county is with a services industry employer and two of them are on the list of ten largest employers in the county.

Two of the ten largest industry groups in the

county, health services and social services, are part of the services industry division and added jobs in both the one- and five-year periods. Although two are on the top ten employers list, many of the employers in the services industry are smaller but collectively employ many workers. The same is true of the employers in the retail trade division. Here, three industry groups are on the list but only one employer is included among the county's top ten.

(Continued on page 7)



Of the 820 employers in Pierce County in 2001, 639 were among the service-providing industries that provided nearly 9,000 of the county's jobs. That includes the largest employer, the University of Wisconsin-River Falls.

The University is part of the largest industry group, education services, and part of the largest industry division in the county, government. Over 30 percent of the jobs in Pierce County are included in government and workers in those jobs receive nearly 37 percent of the total payroll from

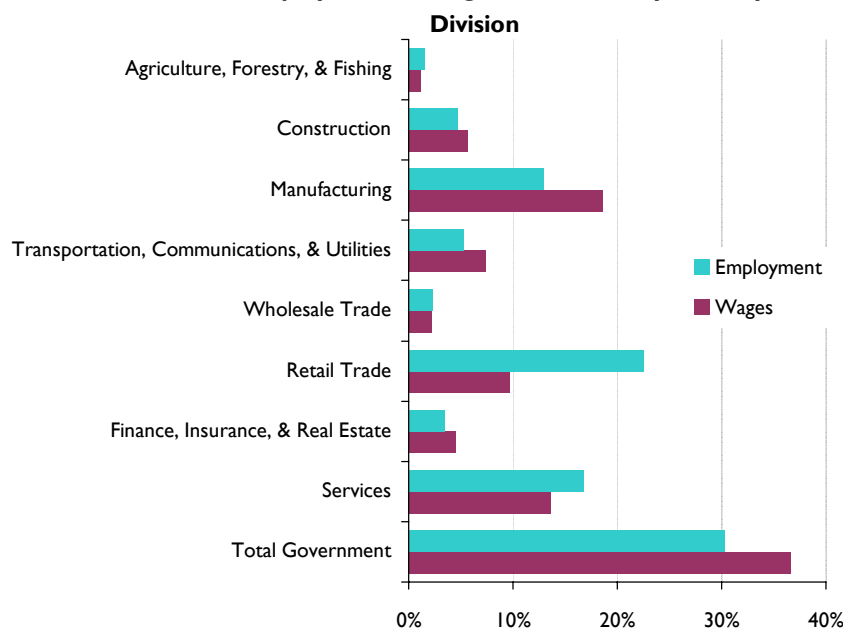
all employers of \$237,395,151. About 1,400 of the nearly 3,500 government jobs are with state institutions. The annual average wage earned by government workers in 2001 was only the fifth highest in the county and only 92 percent of what government workers earned statewide.

Workers in manufacturing earned the highest average wage in Pierce County even though it was received by less than 13 percent of the workers. Total manufacturing payroll of \$44,293,516 was roughly half the total payroll of government agencies, yet it was the second greatest payroll in the county.

Retail trade employers provide 23 percent of the jobs in the county but the fourth highest payroll and the lowest annual average wage. Many of the jobs in retail trade are part-time and seasonal and often have a high turnover rate. Because these conditions apply to most retail trade jobs in the state the annual average wage is often closer than it is in Pierce County.

The average annual wage paid in all industries in the county was \$25,702, about 83 percent of the state average. In the last five years, however, the county average increased nearly 30 percent compared with a 19 percent rise in the state.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Pierce Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 25,702	\$ 30,922	83.1%	6.3%	29.5%
Agriculture, Forestry, & Fishing	\$ 19,300	\$ 22,565	85.5%	18.0%	-37.5%
Construction	\$ 31,501	\$ 39,011	80.8%	7.1%	39.9%
Manufacturing	\$ 37,128	\$ 39,739	93.4%	8.7%	35.3%
Transportation, Communications, & Utilities	\$ 36,504	\$ 36,639	99.6%	7.4%	40.2%
Wholesale Trade	\$ 24,185	\$ 40,521	59.7%	4.2%	10.6%
Retail Trade	\$ 11,012	\$ 14,596	75.4%	5.5%	35.5%
Finance, Insurance, & Real estate	\$ 33,767	\$ 40,933	82.5%	15.5%	38.2%
Services	\$ 20,854	\$ 28,775	72.5%	7.2%	34.7%
Total Government	\$ 31,058	\$ 33,785	91.9%	3.0%	14.4%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Pierce County. The distribution of occupations reflects the employment of all resident workers, including those that work outside the county and are self-employed.

The largest group in the county and the state is management, professional and related occupations. The mix of occupations in this group varies by geographic area depending on the industry mix. In Pierce County, most of the jobs in this group are teachers and health care professionals. These jobs are primarily with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Pierce County 55 percent of the population 25 years old and over have some education beyond high school, and 25 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000). The higher share of college degreed residents reflects the significance of the university and the proximity to the Twin Cities and the large number of professional jobs there.

An even larger share of the population, however, has 1-3 years of post-secondary education that

Employment by Occupation Group: 2000

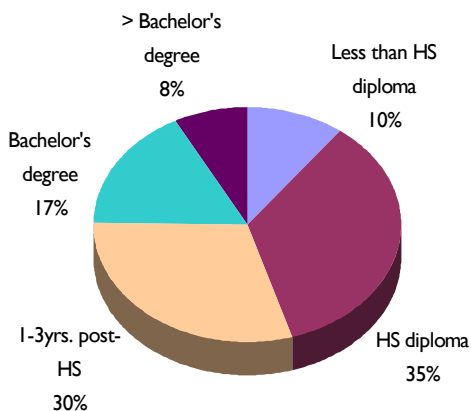


US Department of Commerce, Census Bureau, *Census 2000*

could include some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the sales and office occupational group, the second largest group in the county. Occupations in this group include accounting, advertising, technical sales, and general office occupations and are found in all industry divisions. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the production and maintenance occupations, the third largest group in the county. Typically workers are employed by manufacturing employers, but the group also includes maintenance workers, truck drivers and mechanics who are found in all industry divisions.

The fourth largest group is service occupations. This group is larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 15 percent of the workforce in Pierce County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, police and firefighters.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

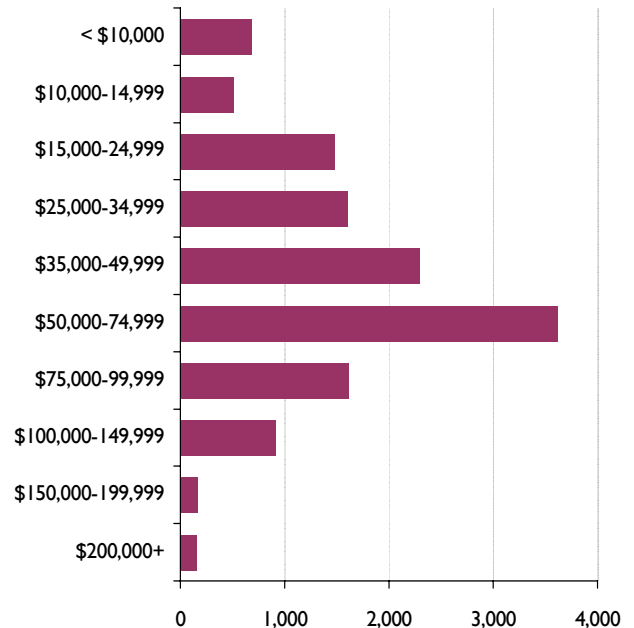
The median household income in 1999 (last full year of income data used for census) in Pierce County of \$49,511 was 113 percent of the state median income of \$43,791. Nearly ten percent of the households in the county had an annual income over \$100,000 while nine percent earned less than \$15,000. With so many households with higher incomes it is no wonder that the poverty rate in the county of 7.7 percent that is lower than the rate in the state of 8.7 percent.

Household income includes income not only from wages of all persons living in the household, but also from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits. Because there is generally more than one person in a household (the average in Pierce County is 2.7 persons per household) and workers often hold more than one job helps explain why household income is higher than both per capita personal income and average income from wages.

Per capita personal income (PCPI) is the total income in an area, \$970,803,000 in Pierce County, divided by the total population. PCPI in Pierce County in 2000 of \$26,317 was 94 percent of the PCPI in Wisconsin and 89 percent of the United States. In the last year it increased 6.7 percent, exceeding both the state and nation increase.

Incomes are lower in Pierce County because wages, which are generally lower than in the state, are a larger share of total personal income. There is

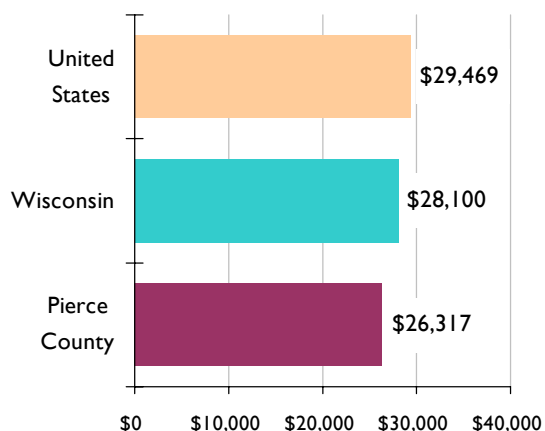
Households by Income Range
Median household income in Pierce Co. \$49,551



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

also that large share of population under 30 years old who haven't achieved maximum earning potential. While the poverty rate for all individuals in the county is less than in the state, the poverty level for unrelated individuals 15 years and over of 26.7 percent is higher than the rate of 19 percent for the same group in the state.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

